

Developing Reaction Objectives

Criteria for the best reaction objectives

- Identify important and measurable issues
- Are attitude based, clearly worded, specific
- Underscore the linkage between attitude and the success of the program
- Represent a satisfaction index from key stakeholders
- Can predict program success

Key questions:

1. How relevant is the program?
2. How important is the program?
3. Are the facilitators effective?
4. How appropriate is the program?
5. Is this new information?
6. Is the program rewarding?
7. Will you implement the program?
8. Will you use the concepts/advice?
9. What would keep you from implementing objectives from the program?
10. Would you recommend the program to others?